

Video Transcript

Video Title: Business and Corporate Video EIG

Website: www.hsbc.com

Video URL: <http://www.hsbc.com/1/2/business-and-corporate>

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What you see	What you hear
Introductory shots of Kuala Lumpur, Malaysia, Chris Chan talking to the camera, Images of a customer receiving treatment at one of EIG's beauty salons in Kuala Lumpur	EIG – Esthetica International Group – is a regional distributor of skin care products, and operates a chain of over 50 professional skincare centres in South East Asia and Hong Kong.
Chris Chan talking to the camera, Chris Chan working at his desk.	In business you have to manage uncertainty. By having the right information and then having the sense of control on what you do actually gives you the ability to control your business.
Chris Chan using the HSBCnet service and talking to the camera. Chris Chan talking to his CEO in the CEO's office going through some figures.	HSBC online cash management solution HSBCnet has helped us optimise our operational efficiency so we are able to maximise our return on our cash holding as well as to minimise our costs of borrowing so that we can actually enhance our bottom line.
Chris Chan seated and talking. Outside shots of the main EIG office. Chris walking past an open plan floor while on the phone to a colleague. HSBC's local office in Kuala Lumpur, by the interrail line.	We are able to see what the finances are at each of the offices and we are able to identify problems quickly and capitalise on successes.
Chris Chan seated and speaking	HSBC know our business as well as we do and they give us instant results and solutions.
Closing endframe credits	HSBC helping you with the world of business